

Kyrgyzstan, Hotel

As the demand for tourist accommodation in Kyrgyzstan is increasing, a Swiss marketing manager and a Kyrgyz manager of a local tourist office decided to establish a hotel that meets Western standards in the city of Karakol on Lake Issyk-Kul. The project is targeting Western tourists, employees of international organizations and companies as well as tourists from neighboring countries. The distinctive design of the "House of the Tien Shan" and its high quality service is stimulating tourism in a region, which until now has not provided adequate accommodation to visitors.

The project has created ten jobs. Employees have participated in a hotel training course conducted by a Swiss expert, giving them the requisite skills in hotel management. As tourism is one of the main industries in Kyrgyzstan, providing quality accommodation to tourists will also stimulate the local economy by generating hard currency income. The opening of the hotel is scheduled for the beginning of the tourist season in May 2005. The sponsors plan to establish more hotels in the country's other tourist regions once this hotel is up-and-running.

The sponsors received a credit from the SECO Start-up Fund to finance a part of the costs of constructing and equipping the hotel.

